



Consumers' Guide

A Consumers'
View of
Marketing
Agreements

VOL. 2, No. 9
FEB. 25, 1935

Page 3

CONSUMER QUERIES *and* COMMENTS

CC SOME of our farmer friends have the mistaken idea that consumer organizations' sole interest lies in driving down all prices. Intelligent consumer interest in prices inquires first into fairness of prices paid farmers and wages paid workers. Witness this report from Providence: Two large milk distributors had been subtracting a station charge from the price they were supposed to pay Rhode Island dairymen. Other distributors, complaining, began to make a similar deduction. Maintenance of Providence's milk license was threatened. The local Consumers' Council voted to cooperate with the Federal Administrator to bring pressure on the two delinquent firms. Protesting letters were sent. Further action was promised. This action brought representatives of the concerns to call on the Council. Within a few days Rhode Island farmers received checks totalling \$20,000, representing station charges improperly withheld over a period of 6 months. "There has been no recurrence of the offense", reports Dr. H. E. Miller, member of the Consumers' Council.

CC CONSUMER interest in testing quality against price of ungraded canned goods grows

"The genius of this country can never be satisfied with measures that restrict production of useful goods as a complete and permanent policy"

Chester C. Davis
Administrator,
A.A.A.

apace. With the cooperation of the Butler County (Ohio) Consumers' Council, experts recently tested one can of every brand of green beans sold in Oxford. Grading followed U. S. Bureau of Agricultural Economics standards. Five of the 20 cans—all selling for 15 cents, all weighing 1 lb. 3 oz.—rated: 1, Grade A; 2, Grade B; 1, Grade C; 1, Grade D. On the other hand, four cans, all rating Grade A, ranged in price from 15 to 22 cents.

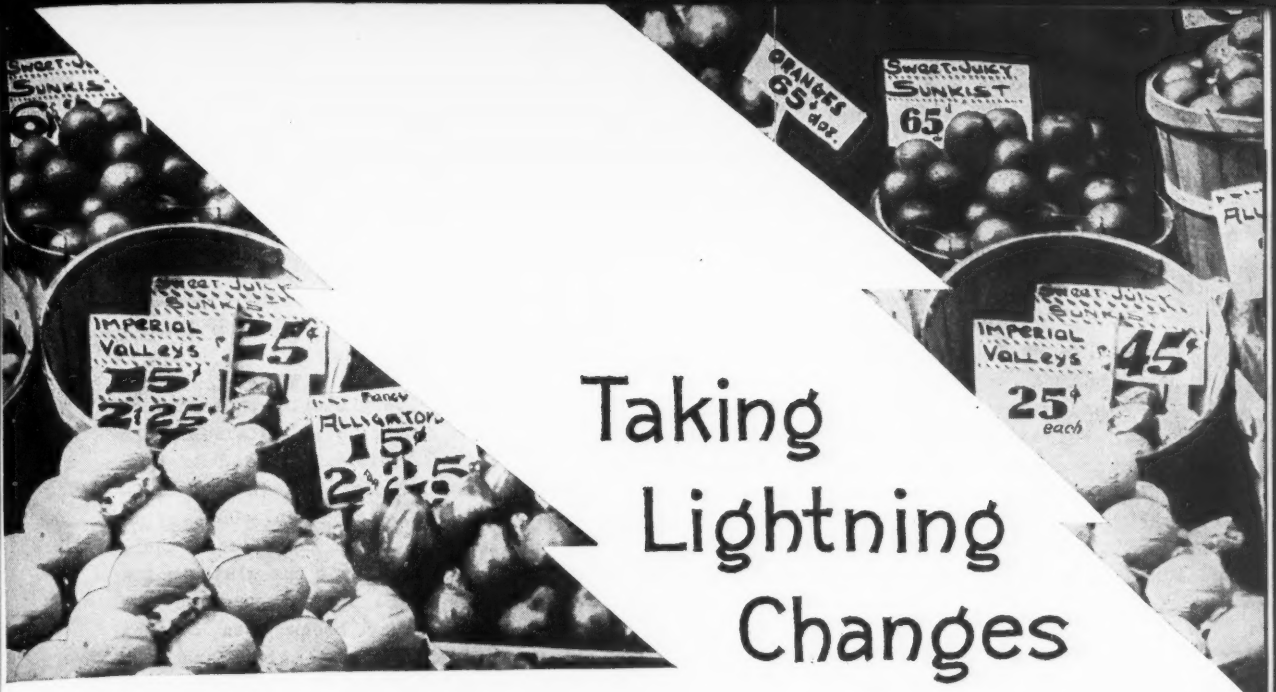
CC TWO important directories to sources of information of interest to consumers are available. One, "Consumer Organization and Education", lists consumer Bureaus in the Recovery Administration; Bureaus in the Departments rendering consumer service; nonprofit organizations outside the Government. Two, "Cooperatives"

lists Government agencies reporting on consumer, credit, and producer cooperatives; also nonprofit nongovernmental organizations in these fields. Write to the Consumers' Counsel Division, AAA, Washington, for free copies.

CC HERE are three reasons, for the many consumers who have asked us why lard has advanced so much more in price than pork: (1) Due to high feed costs caused by the drought, hogs coming to market are not so fat. The amount of lard obtained from 100 pounds live weight is less. Total lard supplies are therefore smaller. (2) Because supplies of hogs are expected to be even smaller, present prices reflect anticipated still shorter supplies of lard. (3) Production of cottonseed oil, important competitor of lard, is low. Prices of this oil are not pressing so hard on lard prices. Several remedies suggested for high lard prices: Reduce the duty on coconut oil and other imported oils; reduce the duty on butter; increase production of peanut oil. Present AAA peanut control program (described in Vol. 2, No. 5, CONSUMERS' GUIDE) is working toward the latter end.

IMPORTANT NOTICE

To give you more up-to-date information on food prices, the release date of the CONSUMERS' GUIDE has been changed with this issue. See announcement on page 19.



Taking Lightning Changes out of Prices

ANY CAREFUL housewife is likely to be critical of the system of food distribution now in force when she pays 15 cents a pound for beans one day, and next day, when she doesn't want to serve beans to her family, she sees her favorite grocer selling 2 pounds for 15 cents.

THERE ISN'T any law that tells grocerymen they mustn't do housewives that way, but there is a direct means to take some of the lightning changes out of fruit and vegetable prices, to help regularize the flow of these commodities to market, and thus regularize their prices at the same time.

THAT MEANS is the Agricultural Adjustment Act.

HOUSEWIVES are not alone in their annoyance at see-saw prices. They hit the grocer, and the wholesaler, and all the people who handle foods. Most of all, these

fluctuating prices injure the farmers. Some of the handlers of food products—and some housewives, too—may stand to gain now and then from jumpy prices. Nobody gains all the time. Farmers practically never gain from them.

OVERNIGHT UPS and downs in food prices are caused in the main by five things—and these apply to prices of almost all fresh fruits and vegetables sold to housewives. First, the perishability of the product. Strawberries must be sold soon after they are picked or they turn to waste. The more perishable the food, the more unstable its price. Cabbages, for instance, can be stored as strawberries can't; so you seldom see sudden jumps or drops in cabbage prices.

GOOD GROWING WEATHER is one of the most fickle things in the world. That fact has great importance to everyone who buys or sells green groceries. Everything may be set

for sending a field full of red-ripe strawberries to market. Then comes a deluge, wiping out half the field. Up goes the price of the rest of the strawberries. Put down the weather as cause Number Two.

MANY FARMERS producing fruits and vegetables depend on the money they get from selling these crops to buy everything which they and their families and their farms need. Seasons for earning this money are often short, and when selling time comes and these farmers are hard up for cash, they rush their stuff to market and take what they can get. They can't afford to spread out their shipments, which many times would mean more money. That's cause Number Three.

NEXT, farmers who raise these products had, until the Act was passed, no sure way of acting together to control the movement of their products to market. Now and then a group of farmers tried to form an organization to do this job, but it was hard to bring all farmers concerned with a crop into agreement on just how to market that crop, and then to induce them all to keep that agreement. It takes just a few farmers, staying out, to break down any agreement.

NOT ONLY has one farmer been competing with another to get to market first and so get the best price, but many farmers are so far away from the markets for their crops that they haven't the information necessary to time their shipments to meet market conditions, even when they might hold up their products for a few days or a week.

TWENTY MONTHS AGO the Agricultural Adjustment Act was passed. [To the farmers of certain "basic" crops, this law said one thing: You can join with the Government in controlling the production of your crops; you won't have to flood the market with products people can't buy. To farmers of other crops, it said: You can join with the Government in controlling the marketing of your crops, so that you can get fairer prices for the products you send to market.

FIFTY-FOUR marketing agreements have been signed by the Secretary of Agriculture and farmers or trade representatives in the 20 months since the beginning of the AAA. Thirty-two are still in effect. Many agreements discontinued applied to milk and have been replaced by licenses which we will describe another time.

BEHIND every one of these agreements is one purpose: To help farmers make a better living. This could be done in a large way by introducing certain more efficient methods of distribution. One way is to help farmers regulate the sale of their produce so that they don't put gluts on the market one week and scanty supplies the next. Housewives may break even between special sale prices due to gluts and high prices due to scarcity. Farmers often get no returns at all when their supplies swamp the market, and often they do not profit proportionately when the scarcity is compelling consumers to pay a high price. As much as 30 percent of the Florida grapefruit shipped to New York in one season sold for less than it cost farmers to get the fruit to market.

NO AGREEMENT can make strawberries less perishable. Nor can any agreement produce good weather. But when it comes to the other causes of fluctuating prices, agreements can help.

THERE'S an agreement covering Bartlett pears grown in California. This agreement provides, among other things, for a committee of growers and shippers to decide how many carloads of pears should, in the interest of all concerned, be shipped at any one time. It is the business of this committee to keep informed on market conditions and supplies, and then to release supplies as the market can absorb them.

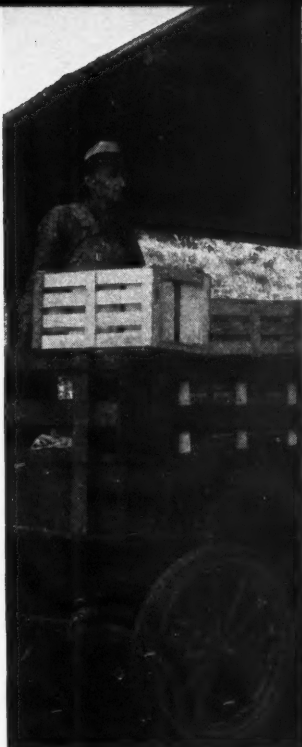
IF YOU WERE to draw two lines representing the number of cars of pears that went to market each week in the 1933 and 1934 seasons one would look like a very bumpy hill. The other would look like a

fairly level plateau. The reason for this difference lies in the control that this committee had over shipments.

MORE PEARS were actually shipped in about the same time in the 1934 season as in 1933, but because they came on a more orderly schedule, these pears could be sold at an average price of \$2.52, while the price in 1933 was \$2.29. On 3 days during the season it was decided to make no shipments. Every day the control committee released a certain number of cars—not always the same number, of course—to keep a steady movement to market.

THIS CONTROL method used for pears and other fresh tree fruits (except apples) from California is called the "period-to-period proration" method. The same rule appears in agreements covering the marketing of California Tokay grapes; Florida celery; California fresh asparagus; vegetables from western Washington; California and Arizona oranges and grapefruit. The same rule, with other features added, applies to shipments of fresh tree fruits from the Northwest; Texas and Florida citrus fruit; Colorado peaches; California Gravenstein apples, and Southeast potatoes.

TO KEEP watermelons from piling up too fast in city markets, the Southeastern watermelon agreement provides that a committee of growers and shippers can declare shipping holidays. These holidays last not more than 48 hours, and come not oftener—if at all—than every 5 days. They give markets time to work off supplies when they have piled up too fast.



Best quality fruit go to market first under the Florida strawberry agreement method of steadying farm prices



LITTLE CHANGES like these seem too simple to make so much difference in returns to farmers. Before any rule, big or little, is adopted a great deal of study of food shipments and prices has to be made, and many consultations with the farmers' and shippers' organizations are held. How well the rules work depends on the accuracy of these studies and the cooperation of the people involved in the agreements. Results on few agreements are known just now. Known results indicate at least that a start has been made in the direction of smoothing out the curves of marketing.

CONTROLLING the time when shipments of fruits and vegetables are to be made, as under the agreements mentioned above, does not necessarily mean that the total supply is reduced. Just as much can reach consumers, but it can reach them in a steadier stream. Sometimes the only way to pull up farmers' prices is to hold back part of the supplies for a season or two until consumers' purchasing power gets big enough to buy up all that can be marketed.

LIMITING the total amount marketed in a season is the rule under such

agreements as the one for California clingstone peaches. These peaches are used for canning. Peach farmers had increased their orchards so much that when consumers' buying power started down in 1930 there were so many peaches offered to canners they could not sell them all and pay farmers a fair price. Things got so bad at one time that if all the peaches had been given outright as a free gift to the canners, they still could not have afforded to can them all. In 1932 the whole crop brought peach growers less than \$1,000,000.

NEXT YEAR a marketing agreement went into effect. Canners agreed to limit their pack of clingstone peaches to 10,000,000 cases. This meant that farmers would have to leave 45,000 tons of their peaches on the trees, and bring to market not more than 229,000 tons. For the peaches left hanging on the trees they were paid \$15 a ton; for the others, they received \$20 a ton, instead of the \$6.50 they had been paid on only the small part of their fruit which had been canned the year before. When the season was over, farmers found they had received \$5,500,000 against the less than \$1,000,000 of the year before. Canners, too, were in a much better condition. A gain of 500 percent in farmers' income cost consumers an increase of less than 10 percent in the price of a No. 2½ can of clingstone peaches. In 1934, still under an agreement, farmers received \$6,000,000.

CALIFORNIA canning asparagus was also marketed in 1934 under an agreement with the same kind of control program which restricted the total amount to be sold in order to get farmers a higher price.

SOMETIMES these control programs provide that only top-quality fruits shall go to market first, with lower qualities held for use in byproducts. The California dried prunes agreement is an example.

PRACTICALLY four-fifths of all the prunes produced in the world are grown in California. So great was the crop in 1933 and

so small was the amount of money consumers had to spend, that farmers received a price which was only 62 percent of the price they got before the war. Even this low price was better than the one they might have received if there had not been a voluntary agreement among handlers to pay that much.

UNDER THE Government agreement with handlers, a control committee fixed prices at which top grades of prunes could be bought, and limited the number of tons to be purchased. Substandard prunes—fit for consumption, but with certain harmless flaws—were to be converted into byproducts, or if sold must be labeled so that consumers knew they were substandard. However, chances for such labeling are slight, as most prunes are sold in bulk. Other features carried out the idea of top quality first to market, low quality last.

ONE OF the problems raised by this method of control is the advisability of keeping out of reach of consumers with very low incomes, grades which they might be able to buy, and offering only grades which are out of their reach.

OTHER AGREEMENTS with control by quality, grades, and sizes cover Florida and Texas citrus fruit, Florida strawberries, Southeastern watermelons, California clingstone peaches.

FINALLY, some agreements establish minimum prices in order to improve returns to farmers. Six of the agreements contain this feature. Packers or shippers agree to buy the fruits or vegetables at higher prices than in the past. The long-time purpose of such agreements, like that of the whole agricultural program, is to reward more adequately the men on whom the country depends for growing its food supply.

FEW RULES or agreements cannot be made to work two ways — a right way and a wrong way. So long as these marketing agreements are used to smooth out the uneven

[Concluded on Page 31]



an Adequate diet at Moderate cost

for a family of four

(two moderately active adults; one
child under 4; one girl, 4-7)

EACH WEEK

MILK

21 to 24½ quarts or
approximately equal food-
value in evaporated milk,
cheese, or skim milk and
butter

FRUITS AND VEGETABLES

9 lbs. potatoes, sweet potatoes
1 lb. dried beans, peas, nuts
7 lbs. tomatoes, citrus fruits
7 lbs. leafy green, yellow
vegetables
1½ lbs. dried fruits
12 lbs. other vegetables, fruits

BREADS

9 lbs. flour, cereals
or
9 lbs. bread, and 3 lbs. flour
cereals

MEATS

5 lbs. lean meat, poultry, fish
16 eggs

FATS AND SUGARS

2½ lbs. fats
3 lbs. sugars



Millions of cattle served a vital purpose instead of starving uselessly in drought.



Salvaged surpluses fed the hungry in the cities of the country.



Tons of cotton burdening the farmer became work and bedding for the jobless.

PUSHING

Never before in this country have so many people been unable to buy food and the simple necessities of life as in the past two years. At one time or another in these years, from two to four million families have been dependent on public relief just to keep alive. High spots of the efforts made by Federal, State, and local governments to meet this grave food problem--and at the same time avoid defeating farmers' efforts to increase their income----are recounted here.

TURN OFF the paved road leading out of a Southern city and drive to the end of the gravel road beyond. You'll find a corduroy road ahead. Take it, and keep on going until you get to a certain dirt road. There will be stretches where you will have to put down planks in bad weather so your car can get through—but go on and on to the end.

THERE, almost at the "back of beyond", you will find a little building, made of rough-hewn timbers. Farmers from the near and remote neighborhood built this simple structure — to house a community canning center, a place where everybody in the countryside could come to preserve their little surplus food supplies against the want of winter months. The State Relief Administration installed the simple canning equipment. It sent a trained woman to show

BACK THE HUNGER LINE

the community how to get started. The community has managed its canning center since.

EVERYBODY uses it. Everybody joins in paying back to the State the value of the equipment, the cost of the organizing help the community received. Their pay is in cans of food, a certain percentage of the canning done by each family. Families on relief pay less. Each is insuring to itself a bigger supply of food, and in many cases a better balance of food, throughout the year. Each is adding to the food supplies available for city relief families who cannot raise any food for themselves.

THOUSANDS — nobody knows how many — of big and little community canneries sprang into existence last year. Of course, some were operating before, helped into being by workers from the Department of Agriculture, State colleges of agriculture, relief organizations. Last year all of them became an important part of the greatest effort this country has ever made to turn what would be waste into usable stores, and to see that those who are least able to get adequate food shall have first claim on these stores.

SOMETHING BRAND NEW in size and character was this food conservation movement. During the World War we had a mass effort to produce and conserve food—a gigantic undertaking in its way, too. But this was different. We cared little about the price we paid during the war-time drive, just so long as the food was forthcoming. We did not have to worry that farmers would make enough. The job was simply a technological one—to produce and conserve as much as we could whatever we had to pay.

DEPRESSION brought us up against a much more difficult task. Six million farmers were producing more food than people

could buy. They had curtailed their output very little from the peak years of "prosperity." They were getting only a fraction of the pay they used to receive. Their standard of living had been cut in half. And all this, while millions of pounds of food were going unused. In cities and small towns people were not getting enough to eat. These were the people who had no income at all—or very little—because industry had curtailed its production severely. Their greatest need was for jobs. Even more urgently, they needed food. How to get necessary food to those unable to buy and at the same time raise the income of farmers producing food and raw materials—and do both without disrupting our system of producing to sell at a price—this became the greatest food recovery problem in 1933.

BIGGEST ATTACK on this food relief program came with the drought. But even before, back in the fall of 1933, the Agricultural Adjustment Administration and the Federal Surplus Relief Corporation were making a beginning on their two-way relief. AAA was buying up surpluses of farm produce which were pressing down heavily on farmers' prices, and turning these surpluses over to the FSRC for processing into foods to be distributed by the Federal Emergency Relief Administration. The FSRC, a nonprofit Government corporation whose officers are the Secretaries of Agriculture and the Interior and the Administrator of the FERA, bridged the gap between the agricultural program of controlled production and the relief program. Sometimes it went into the market and bought for the account of State relief administrations necessities for the families under their care.

MONEY from processing taxes, paid by consumers who could buy foods, went to buy some of these foods for consumers without money. A large amount of relief funds

also bought considerable quantities of surpluses. Later, when drought made food and farm problems more serious, special moneys were made available by Congress. Always that idea of making this money do double duty—help farmers and help needy families—dominated. Distribution of FSRC purchases has been, so far as possible, in addition to the necessities State ERA's are providing for their relief families.

NO MOVEMENT of cattle to the market, processing of meat, and distributing it—either for relief or for commercial uses—ever equalled the tremendous meat business managed by the FSRC, in cooperation with the AAA, during the past few months. Drought had wiped out great quantities of feed. Cattle were starving for want of food and water. Farmers could do nothing to save this terrible wastage of valuable food. The Agricultural Adjustment Administration stepped in and bought from farmers more than 8 million cattle, turned those fit for food over to the FSRC for processing. Of all the food salvaging work of the Federal Government this is the most outstanding job to date.

BY JANUARY 21, 1935, the FSRC had received from the AAA 6,678,415 cows, calves, and steers. Practically half of these cattle were sent to commercial packers to be slaughtered and processed. A few less than 3,000,000 were shipped to State Emergency Relief Administrations. These administrations saw to the processing of the cattle in various ways. Eight hundred thousand were canned in commercial plants under Bureau of Animal Industry inspection, which means that the processed meat can move in interstate commerce; 442,000 were processed in non-B.A.I. plants, but under State inspection, and meat from them will be distributed within the State where the processing was done.

CLOSE TO one million cattle were handled by work projects, organized with relief workers—sometimes under the supervision of extension workers from the Depart-

ment of Agriculture. In Texas alone canneries operated under expert Federal and local government direction, mostly by relief workers, canned meat from 354,000 cattle. Work projects in Georgia handled the next largest number of cattle, 75,000; Missouri took care of 67,000.

IN TERMS of food this great movement of cattle and canning has meant millions of pounds of meat added to the limited diet of relief families all over the country. By the end of 1934, FSRC had distributed 133,000,000 pounds of canned beef; 31,000,000 pounds of fresh beef; 13,000,000 pounds of boneless beef; 75,000,000 pounds of fresh veal. All this meat had found its way from commercial canneries under contract with the FSRC into the States to be distributed to needy families. Canning done under State relief administrations resulted in another 325,000,000 pounds. Some of this supply has been used locally within the State where the canning was done. What is not used within the State reverts to the FSRC. At the end of 1934 the FSRC had in hand for future distribution a total of approximately 300,000,000 pounds of canned beef—some of it processed under its immediate authority, some of it processed under the authority of the State ERA's.

CARE IS TAKEN to see that the best possible distribution is given to this valuable storehouse of meats. States which are unable to supply the necessary minimum of meat for the diet of their relief families were at first allowed each month 16 pounds of canned meat per family. To conserve supplies—because there cannot be again such a wholesale slaughter and canning program—this amount has been cut down temporarily to 7½ pounds of canned beef per family per month. To this has been added, for a few months only, 1½ pounds of canned mutton, acquired in much the same way as the canned beef though in much smaller quantity.

NOBODY asserts that this quota of meat is an ideal one. It represents that much more than needy families would have if



Relief workers in this South Carolina emergency cannery put up more than 300,000 cans of vegetables for distribution to needy families

the Government had not stepped in to buy the drought-pinched cattle. Many of these cattle never would have gotten to market. Cattle farmers would have suffered in many cases absolute loss on those that would have starved. Purchase of the cattle and distribution of the meat by the Government stopped a serious loss of food supplies and contributed in a very real sense a two-way relief—to needy farmers as well as to needy consumers.

CANNED BEEF distribution is only one of the big jobs of the FSRC. Close to 300,000,000 pounds of pork, some of it processed from the pigs purchased by the Government in the fall of 1933 to help hog farmers, have also been distributed. Flour has been bought and 144,000,000 pounds of it sent to the State ERA's for distribution. Potatoes, 90,000,000 pounds of them, have gone out.

ALWAYS THE PURCHASE of foods is tied in with the agricultural program of raising farmers' incomes. Where supplies

are so great that farmers are unable to dispose of them commercially at a reasonable price, the FSRC tries to lighten the load—to the limit of its resources, of course—by buying up a part of the crop and distributing it in areas where free distribution will not seriously interfere with commercial sales of these farm products.

THUS IT HAS acquired and distributed 68,000,000 pounds of butter; 60,000,000 pounds of cereal foods and rice; 47,000,000 pounds of cabbage; 24,000,000 pounds of lard; 11,000,000 pounds of cheese; 9,000,000 pounds of sugar; close to 7,000,000 pounds of beans; 6,000,000 pounds of fresh apples; 885,000 pounds of dried apples; 725,000 gallons of syrup; 195,000 pounds of citrus fruits.

NOT ONLY in snifting surpluses of food from overloaded commercial markets into deficit consumption areas, but in handling surpluses of cotton the FSRC has helped to relieve farmers and unemployed. Distribu-

[Concluded on Page 31]

What Progress 1934 ?

THE PICTURE PAGES which follow tell how this Nation has fared in 1934 as compared with the years before. They answer your questions about what changes occurred in the money farmers and factory workers and manufacturing corporations received, in the cost of living to city consumers and in the number of families dependent on relief for their necessities. These averages give you a look into the economic balance sheet of the Nation such as you need to have if you are trying to see how far we have gone in solving our bread-and-butter difficulties.

THE FIRST picture shows that industrial production—the output of factories and mines—went on going up in 1934 but at a slower rate after its sharp rise in 1933 from the deep "low" of 1932. We are making more goods, mining more coal, than in 1932—but still only about two-thirds of what we were turning out in such a year as 1929.

MORE PRODUCTION is not going to get us out of this depression, unless we have consuming power to match it. "A deficit in consuming power of \$1,000,000,000 annually", says Secretary of Agriculture Wallace, "may be even more significant than a similar deficit in the Treasury budget." The next pictures show what happened in 1934 to our consuming power.

TO BEGIN WITH, farmers received more money. They got much better prices for their products in 1934 than in 1933, partly as a result of agricultural adjustment.

Their total income went up from about \$5,000,000,000 in 1933 to about \$6,000,000,000 in 1934. In 1934, as in 1933, part of this income was made up of Government payments to farmers for agricultural adjustment.

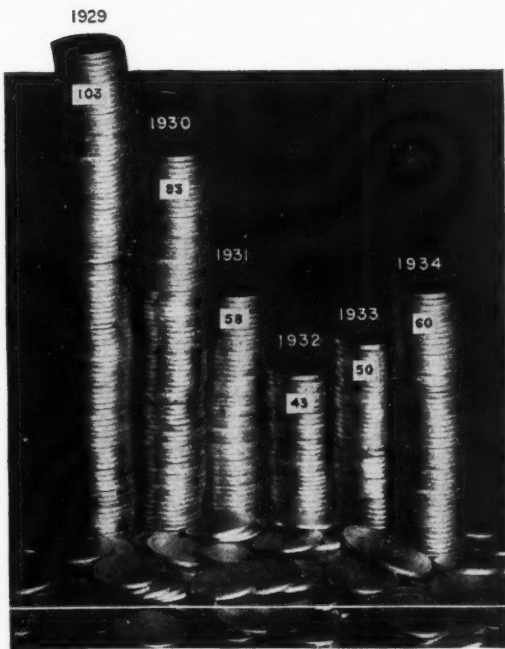
OVER AGAINST this bigger income prices of things that farmers have to buy went up. What cost farmers \$1.00 in 1933, cost them \$1.12 in 1934. Even with this higher cost of living and producing, farmers' purchasing power was greater in 1934 than in 1933 because cash income rose more than costs.

ABOUT A million more people had factory jobs in the average week of 1934 than in the average week of 1933, according to U. S. Bureau of Labor Statistics' estimate, and the average weekly total pay roll for factory workers is estimated at about \$27,000,000 more in 1934 than in 1933. This means more workers able to buy butter and eggs and so on, and able to pay higher prices.

THE PICTURE showing the stepping down and stepping up of the cost of living of city workers gives the average of June and December of each year, except in 1934 which is the average of June and November.

NUMBER OF FAMILIES on relief is given in order to show how big a problem unemployment continued to be in 1934. The total numbers shown are averages of the 3 months in each quarter of 1933 and 1934. More than two billion dollars had been expended in direct relief to the destitute.

FOOD MANUFACTURING corporations made much better net incomes in 1933 than in 1932, according to preliminary income-tax figures. The 1934 figures will not be in for a year yet.



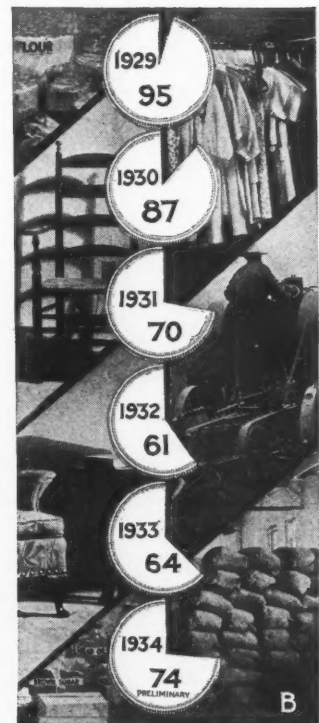
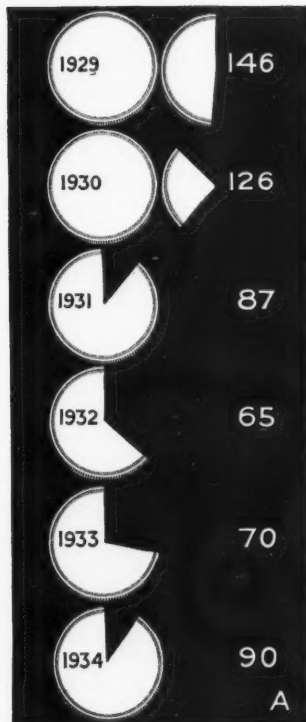
Farmers Cash Income

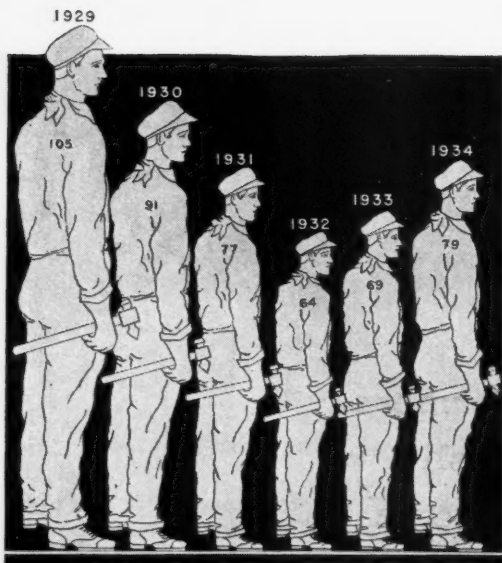
(Compared with
1924-1929)

A
Prices received
by farmers

B
Purchasing power
of farm prices

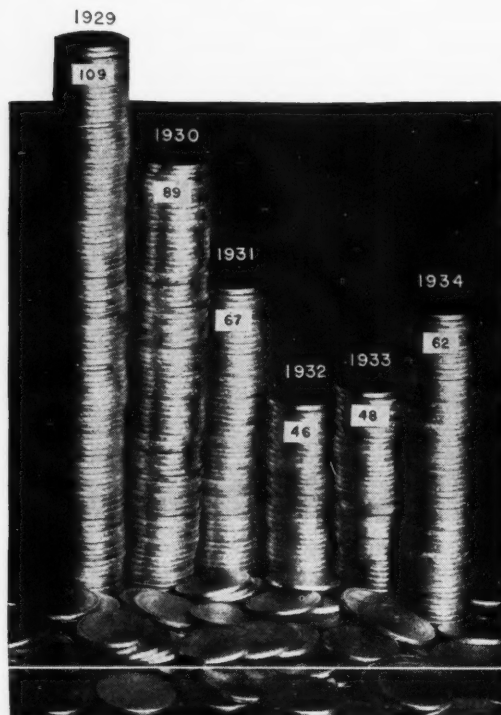
(Compared with
1910-1914)





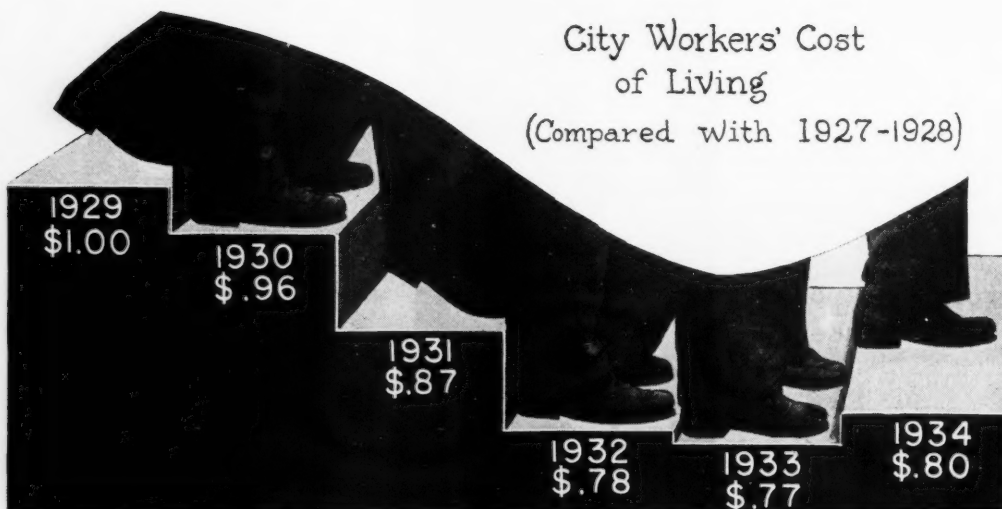
Factory Jobs

(Compared with 1923-1925)

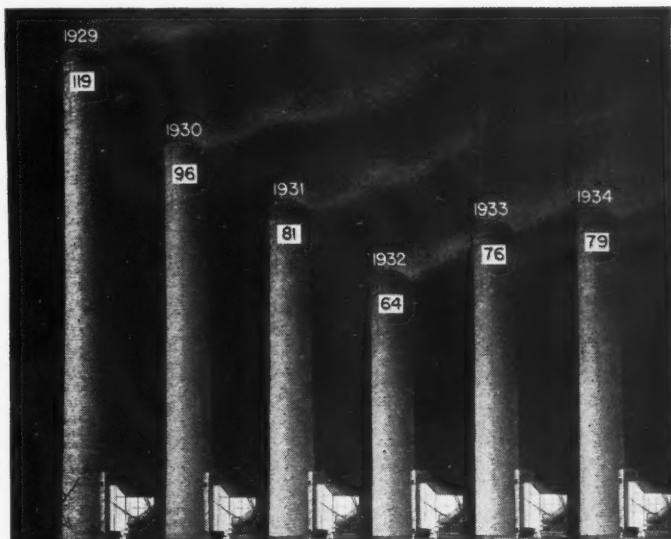


Factory Workers' Pay

(Compared with 1923-1925)

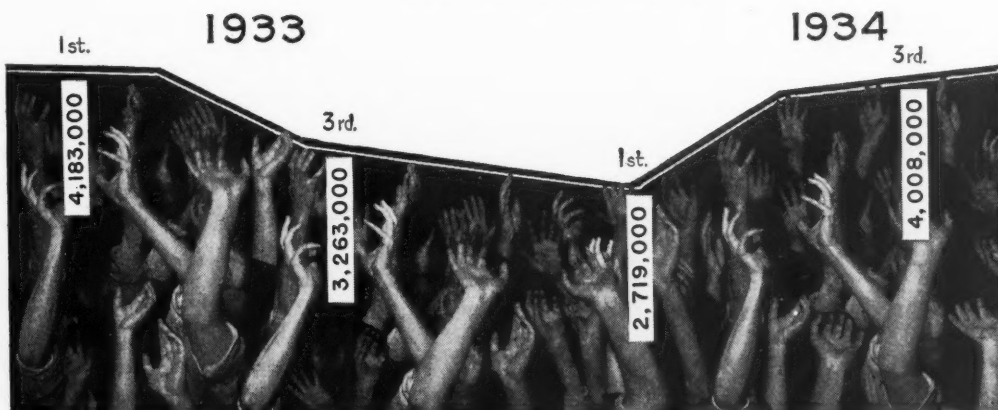


Industrial Production (Compared with 1923-1925)



Food and Beverage Manufacturing Corporations' Net Income

Families on Public Relief (Quarterly Averages)



CONSUMER-FARMER BRIEFS

from WASHINGTON

BETTER BUTTER campaigns are under way, backed by many dairy farmers and creameries, and stimulated by Food and Drug Administration regulatory activities. Its inspectors have an especially watchful eye open for unfit cream and butter. Seizures of objectionable cream were greater in December than in any previous month. Creameries are supporting these moves, for December seizures of unfit butter totaled only 2,800 pounds as against November's total of more than 11,000 pounds. . . . Dairy farmers in Pacific Coast States are conferring with the AAA on a program to oblige butter manufacturers to grade cream and mark corresponding grades on butter sold to consumers. . . . Several State legislatures are considering cream-grading acts. Oregon has been marketing its butter on an A B C labelling system for 8 months. Significant result is that consumers have been buying more butter. . . . One purpose of supplementing State legislation with AAA marketing agreements on cream and butter grading is to get uniformity for a product that sells in volume in interstate commerce.

VEGETABLE MAGIC waits in any bean, and in

grains of wheat, for consumers who find it difficult to get fresh green vegetables into the budget. Vitamin C is ordinarily one of the most expensive vitamins—the main providers being citrus fruits and the green leafy vegetables. Dried legumes, cheaper, have practically none of the necessary Vitamin C. But these same beans, sprouted, turn into an excellent source of Vitamin C. A pound of beans will give enough sprouts to serve 4 or 5 persons, according to the experience of the Bureau of Home Economics.

AAA

HERE'S HOW: Take any beans, sprinkle on wet cheesecloth; roll cloth, beans and all, around a stick about a foot long; place one end of the stick-roll in warm water; leave in a warm place; occasionally pour warm water over the whole thing. Another way: Soak overnight; then put beans

LABOR'S NEW HOME AT WASHINGTON

After years of working in scattered and often unsuitable buildings, the U.S. Department of Labor has moved into a permanent office befitting the importance of its work . . . a long overdue New Deal for the Department which collects the biweekly reports on food prices published in the CONSUMERS' GUIDE.

7 days, depending on type of bean. When finished, store as carefully as any green perishable vegetable and use likewise: Alone, in soups or stews, combined with meat or other vegetables, or in salads and omelets and cheese dishes—raw or cooked.

AAA

BOOSTS for farm purchasing power mean boosts for city business. Mark the difference that better farm incomes in the Southeast have made in Michigan's business. Waybills of four important railroads show actual shipments of industrial and manufactured commodities from Michigan to 10 Southeast agricultural States were 43 percent greater in the year ending June 30, 1934, than in the previous depression year. . . . Lansing shipped 387 percent more (in pounds); shipments of automobiles alone increased 301 percent. . . . Flint's total shipments increased 45 percent; automobiles were 242 percent ahead. . . . Grand Rapids' shipments were 61 percent greater. . . . Increase in Detroit's shipments was 53 percent, with automobiles up 138 percent, automobile parts up 51 percent, stoves up 68 percent, cooling machinery and refrigerators up 201 percent.

AAA

FARMERS, in turn, have a large stake in the income of Michigan's workers, and workers of every other State. It is

in a strainer or drainable dish, leaving room for beans to expand to six times unsprouted size; cover; keep in warm place; flood with warm water 4 or 5 times a day. Sprouts are ready to use when 1 inch long. Process takes from 3 to

they, not the machines that produce these industrial goods, who consume farmers' products. A boost for workers' buying power means a boost for farmers' business.

AAA

1935'S MAJOR farm problem lies in the cities. If farm purchasing power is to hold its ground, city factories must increase production, offer more jobs, pay more wages. Prices of many city-made products may have to come down. "Paradoxically", Administrator Davis points out, "while agriculture has been getting the blame for cutting down production, industry has been doing the real reducing. . . . During the 5 years since 1929 industry maintained an average price level of 84 percent of the 1929 level while cutting down production to 57 percent. During the same 5-year period agriculture suffered a price level of 60 percent of the 1929 level, but maintained production at 87 percent." Loss of export outlets through foreign tariffs, embargoes and quotas was an important factor in causing a decline in farm production.

AAA

WATCH for savings you can make by planning ahead. You pass up bargains — if you have cash and storage space — when you buy, by the pound, foods that your family is going to consume in greater quantity. In a regular grocery store in Washington today you can buy potatoes at 2 cents a pound or 90 cents a bushel, which is 1½ cents a pound.

FIRST TRICK in economical bulk buying is to know your weights and measures so you can compare costs per pound. Here are a few average net weights — not necessarily legal everywhere, but in current trade practice:

		Lb.
Apples, fresh	Box	44
Grapefruit, Florida	Box	80
Grapefruit, California	Box	60
Kale	Bushel	18
Onions, dry	Bushel	54
Oranges, Florida	Box	90
Oranges, California	Box	70
Potatoes, Irish	Bushel	60
Spinach	Bushel	18

YOUR FOOD BILL

RETAIL FOOD PRICES have been going up rapidly during the past 6 weeks. On December 18 the Bureau of Labor Statistics estimated that the cost of all foods in 51 cities was 114.3 percent of the 1913 level. This cost increased to 115.9 percent on January 2; to 118.5 percent on January 15; and to 119.8 percent on January 29, a total of about 5 percent in a period of 6 weeks.

THIS ADVANCE has much more than offset the gradual drop of 2 percent from September 11 through December 18. On September 11 the index of retail prices stood at 116.8.

MOST IMPORTANT cause of this rise in prices is the drought of last summer. Drastic effects of the drought on supplies of meats and livestock products are reaching through to consumers now.

MANY CONSUMERS have been asking the CONSUMERS' GUIDE whether the farmers were getting the benefit of these price increases. Most city people recognize that their food costs were very low during the depression, and that they were low at the expense of the farmers. Low prices to farmers made farmers poor consumers of city workers' products. To get jobs and pay to city workers, farm prices had to go up or prices of manufactured products had to come down.

DESPITE the increase in food prices to date, food costs to city workers have not advanced as much as other costs. Cost of living data of the Bureau of Labor Statistics for November 1934 showed food was 14.7 percent above the 1913 level, while clothing was 36.3 percent above, fuel and

CHANGES IN CITY RETAIL PRICES

Kind of food	Jan. 30 1934	Jan. 2 1935	Jan. 29 1935	Change in year
<u>Dairy products</u>	¢	¢	¢	%
Milk, qt.....	11.0	11.7	11.8	+7.3
Cheese, lb.....	22.5	24.1	25.3	+12.4
Butter, lb.....	26.3	36.3	39.9	+51.7
<u>Beef</u>				
Round steak, lb.....	24.5	28.1	32.2	+31.4
Rib roast, lb.....	20.1	23.4	26.9	+33.8
Chuck roast, lb.....	14.8	17.2	15.5	+4.7
<u>Pork</u>				
Chops, lb.....	19.9	26.7	29.9	+50.3
Lard, lb.....	9.4	16.2	17.7	+88.3
Who. smo. ham, lb..	17.1	23.4	24.7	+44.4
<u>Lamb</u>				
Leg of lamb, lb.....	22.7	24.6	28.4	+25.1
Breast lamb, lb.....	9.3	10.9	11.0	+18.3
Square chuck, lb....	16.0	18.5	21.5	+34.4
<u>Poultry and eggs</u>				
Hens, lb.....	22.8	25.0	26.5	+16.2
Eggs, doz.....	29.6	38.0	37.5	+26.7
<u>Bread</u>				
White, lb.....	7.9	8.3	8.3	+5.1
Rye, lb.....	8.5	8.9	8.9	+4.7
Whole wheat, lb.....	8.5	9.0	9.0	+5.9

(continued)

light 58 percent above, household furnishing goods 69.5 percent above, and miscellaneous commodities 95.9 percent above. The only item in the cost of living which increased less than food from 1913 up to November 1934 was rent which was reported at 2.3 percent above the 1913 level.

THE WHOLE agricultural adjustment program is aimed at raising farmers' incomes and this program if it is successful must also raise cost of food to consumers. However, it is possible by increasing prices of farm products to raise farm incomes much more than retail prices are raised in the city.

REASON for this lies in the fact that charges for transportation, processing, and marketing are not very flexible but represent a large share of the consumers'

CHANGES IN CITY RETAIL PRICES

Kind of food	Jan. 30 1934	Jan. 2 1935	Jan. 29 1935	Change in year
<u>Cereal products</u>	¢	¢	¢	%
Flour, lb.....	4.7	5.1	5.1	+8.5
Macaroni, lb.....	15.5	15.8	15.8	+1.9
Wheat cereal..... (28-oz. pkg.)	24.2	24.3	24.2	—
<u>Vegetables - canned</u>				
Corn, #2 can.....	11.1	12.8	12.6	+13.5
Peas, #2 can.....	16.1	17.4	17.5	+8.7
Tomatoes, #2 can....	10.4	10.3	10.3	-1.0
<u>Vegetables - fresh</u>				
Potatoes, lb.....	2.7	1.8	1.8	-33.3
Onions, lb.....	4.7	4.1	4.1	-12.8
Cabbage, lb.....	4.5	3.1	3.7	-17.8
<u>Vegetables - fresh</u>				
Lettuce, head.....	8.5	10.0	9.2	+8.2
Spinach, lb.....	7.7	9.0	9.9	+28.6
Carrots, bunch.....	5.9	6.0	6.6	+11.9
<u>Fruit - canned</u>				
Peaches, #2½ can....	17.7	19.4	19.5	+10.2
Pears, #2½ can.....	20.6	22.8	22.9	+11.2
Pineapple, #2½ can	21.3	22.5	22.5	+5.6
<u>Fruit - fresh</u>				
Apples, lb.....	6.2	6.0	6.1	-1.6
Bananas, doz.....	23.2	22.6	22.3	-3.9
Oranges, doz.....	27.8	28.9	28.6	+2.9

dollar. For example, consumers are now paying an average price of 8.3 cents a pound for bread. The wheat in a pound loaf of bread is worth about 1½ cents at the farm. If the farm price of wheat were doubled, it would raise the retail price of bread only from about 8.3 cents to perhaps 9.6 cents, or an increase of about 16 percent.

JANUARY 15 farm price reports show that the general level of prices received by farmers advanced from 101 percent of pre-war in December to 107 percent in January. Rise in farm prices was due mainly to the sharp advance in prices of livestock. The index of prices of meat animals went from 73 percent in December to 96 percent in January. This is a step-up of almost 32 percent in a single month. Prospects are that the index will go higher because of a drop in market supplies of all kinds of meat animals.

YOUR FOOD BILL

(continued)

FARM PRICES of dairy products also rose from an index of 107 percent to 112. Prices of chickens and wool advanced somewhat, and the drop in egg prices was less than usually occurs at this time of the year. On the other hand the trend in crop prices was irregular with a general tendency to somewhat lower levels due to declines in cotton, wheat, rye, flax, tobacco, and truck crops.

ALTHOUGH prices received by farmers and prices paid by city consumers have both risen from the low levels of 1932, percentage increase in farmers' prices has been much greater. Some advances in marketing charges have taken place. For the most part, however, such advances appear to be explained by higher wages and material costs, and to processing taxes on hogs and wheat. Several studies made in the Bureau of Agricultural Economics indicate there has been no general pyramiding of such increased costs in food distribution. For example, hog packers and flour millers appear to have been able to widen their margins just about enough to cover the costs of the processing taxes.

TO REACH YOU SOONER

with retail food prices we have changed the release date of the CONSUMERS' GUIDE starting with this issue. Everything possible is being done to make this information available to you at the earliest date. In making this change, we have had to omit publication of January 15 retail prices. Any of our readers who keep a complete file of retail prices can obtain our special mimeographed release containing the January 15 figures by writing to:

CONSUMERS' GUIDE
Agricultural Adjustment Administration
Washington, D. C.

DAIRY PRODUCTS

A RATHER SHARP RISE featured prices of all dairy products during January. The average price of milk increased from 11.7 cents on January 2 to 11.9 cents on January 15 and then dropped back to 11.8 on January 29. Prices of cheese and butter continued to rise throughout the month.

RISE in the price of dairy products during January is opposite to the usual seasonal movement. The high point in retail milk prices commonly comes in October and November and the peak of butter prices usually is reached in December. Ordinarily in January prices of dairy products start to go down slightly.

THE JANUARY 29 price of butter is 52 percent above the levels of a year ago. Wholesale butter prices have continued to rise during the first half of February and in the middle of February are quoted at about 2 1/2 cents a pound more than at the end of January.

AT THE FARM butter prices have risen to the highest levels in over 4 years. In January they averaged 89 percent higher than a year ago. Feed prices, however, are also much higher than a year ago and in mid-January a pound of butterfat would buy only about 19 pounds of feed grains which is only slightly more than in January 1934 and represents one of the lowest feed grain-butterfat price ratios on record. Production of butter is expected to continue low during the remainder of the feeding season because of the shortage and high prices of feed.

STORAGE STOCKS of butter are unusually small and the total domestic supplies of butter during the rest of the winter will be decidedly less than a year ago. However, butter prices cannot go a great deal higher without attracting imports. Even now the margin of domestic prices over prices of foreign butter is greater than the tariff and New Zealand butter is now being imported.

Average Retail Prices, January 29, 1935 (cents)

Markets	Milk (qt.)	Cheese (lb.)	Butter (lb.)
United States.....	11.8	25.3	39.9
North Atlantic:			
Boston.....	11.7	23.5	40.1
Bridgeport.....	14.0	27.7	40.8
Buffalo.....	12.0	25.7	39.2
Fall River.....	13.0	24.3	39.0
Manchester.....	12.0	24.4	40.1
Newark.....	13.0	26.6	42.7
New Haven.....	14.0	28.5	40.9
New York.....	12.5	28.5	42.6
Philadelphia.....	11.0	28.9	42.6
Pittsburgh.....	12.7	26.3	40.7
Portland, Maine.....	10.0	25.8	39.8
Providence.....	13.0	23.5	39.5
Rochester.....	11.3	26.6	38.8
Scranton.....	11.0	26.7	40.1
South Atlantic:			
Atlanta.....	14.0	23.8	41.0
Baltimore.....	12.0	27.0	42.5
Charleston, S. C.....	14.3	23.7	38.8
Jacksonville.....	15.0	23.4	38.8
Norfolk.....	14.0	22.1	40.1
Richmond.....	12.0	23.9	40.5
Savannah.....	14.0	23.4	38.8
Washington, D. C.....	13.0	27.1	43.4
North Central:			
Chicago.....	11.0	27.9	40.6
Cincinnati.....	12.0	26.0	39.5
Cleveland.....	11.0	26.9	39.2
Columbus.....	10.0	26.3	38.5
Detroit.....	11.0	25.4	39.2
Indianapolis.....	10.0	25.1	40.2
Kansas City.....	12.3	24.9	39.0
Milwaukee.....	10.0	25.3	39.3
Minneapolis.....	10.0	25.5	38.7
Omaha.....	10.0	25.3	37.4
Peoria.....	11.0	25.2	39.1
St. Louis.....	11.0	24.5	41.0
St. Paul.....	10.0	25.5	39.1
Springfield, Ill.....	11.1	24.4	39.1
South Central:			
Birmingham.....	13.5	23.7	40.0
Dallas.....	11.0	24.5	36.9
Houston.....	12.0	21.8	39.4
Little Rock.....	12.0	23.7	37.0
Louisville.....	12.0	24.6	40.8
Memphis.....	11.3	22.7	38.7
Mobile.....	13.0	23.2	39.0
New Orleans.....	11.7	24.7	39.9
Western:			
Butte.....	11.0	24.4	38.5
Denver.....	11.0	26.1	39.4
Los Angeles.....	12.0	25.0	38.6
Portland, Oreg.....	11.4	23.0	38.3
Salt Lake City.....	10.0	21.6	37.7
San Francisco.....	12.0	28.8	39.5
Seattle.....	10.7	23.9	41.1

Average Retail Prices, January 29, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole wheat (lb.)
United States.....	8.3	8.9	9.0
North Atlantic:			
Boston.....	8.3	9.2	8.8
Bridgeport.....	8.7	9.1	9.2
Buffalo.....	8.4	8.4	9.3
Fall River.....	8.0	8.4	9.0
Manchester.....	8.9	9.6	9.3
Newark.....	9.3	9.3	9.3
New Haven.....	8.7	9.1	9.3
New York.....	8.9	9.0	9.5
Philadelphia.....	8.8	9.9	10.7
Pittsburgh.....	8.3	8.9	9.1
Portland, Maine.....	9.1	9.5	9.6
Providence.....	8.2	8.7	9.6
Rochester.....	8.1	8.2	8.9
Scranton.....	9.3	9.6	9.7
South Atlantic:			
Atlanta.....	8.9	9.4	9.0
Baltimore.....	8.8	9.2	9.5
Charleston, S. C.....	9.3	9.5	10.8
Jacksonville.....	9.7	9.9	10.0
Norfolk.....	8.5	8.7	9.0
Richmond.....	8.6	8.5	9.3
Savannah.....	9.6	9.7	10.4
Washington, D. C.....	8.3	8.8	8.9
North Central:			
Chicago.....	7.3	7.8	8.9
Cincinnati.....	7.8	9.3	9.6
Cleveland.....	7.8	8.6	8.6
Columbus.....	8.1	8.8	9.3
Detroit.....	7.2	7.6	7.6
Indianapolis.....	7.4	7.9	8.9
Kansas City.....	7.8	8.8	9.1
Milwaukee.....	6.7	6.9	7.6
Minneapolis.....	8.3	8.9	9.3
Omaha.....	8.3	8.9	8.5
Peoria.....	7.8	9.0	8.9
St. Louis.....	8.2	9.1	9.5
St. Paul.....	8.4	9.0	9.5
Springfield, Ill.....	8.7	9.6	9.5
South Central:			
Birmingham.....	9.6	9.5	9.7
Dallas.....	7.8	7.6	7.5
Houston.....	8.5	8.7	8.6
Little Rock.....	9.9	9.6	9.9
Louisville.....	7.4	8.0	8.6
Memphis.....	8.5	8.9	9.3
Mobile.....	9.4	10.0	10.0
New Orleans.....	8.4	8.7	9.6
Western:			
Butte.....	9.5	9.7	9.6
Denver.....	7.7	9.1	8.0
Los Angeles.....	7.6	9.4	8.0
Portland, Oreg.....	9.1	10.0	9.2
Salt Lake City.....	7.3	9.1	7.5
San Francisco.....	9.3	9.0	8.9
Seattle.....	9.1	9.9	9.0

BREAD

NO CHANGE in average bread prices occurred during the first 4 weeks of January. White bread continues to be quoted at an average of 8.3 cents a pound, rye bread at 8.9 cents, and whole wheat bread at 9.0 cents.

WHITE BREAD has been quoted at 8.3 cents since the middle of November. This is 0.1 cent a pound less than the level which existed from August 28 to November 6. There has been very little change in the market prices of wheat and flour since October and November, and it is not likely that bread prices will change very much for several months unless some new factor comes into the situation to influence the wheat market.

THOSE CONSUMERS who like to eat bread usually will enjoy buying occasionally some of the foreign kinds. Several foreign types of bread can usually be bought in the larger cities. For example both Jewish rye bread and German pumpernickel give good variety to meals and are both particularly good with some of the soft varieties of cheese. Also most delicatessen shops and many bakeries sell the long rolls of French-type bread. This bread is made from wheat flour but at the same time is unlike the usual American bread.

THESE FOREIGN types of bread usually sell at premium prices because they are made only in small quantities and therefore at higher costs, although in locations where a baker is able to build up a large trade for bread of these types he is usually able to sell them at prices as low or lower than obtained for the usual American types.

CEREAL PRODUCTS

ONLY CHANGE in retail prices of cereal products reported in January was a drop of 0.1 cent a package of wheat cereal. Prices of flour and macaroni remain unchanged. Wheat flour costs the consumer 8.5 percent more than a year ago, while macaroni prices are about 2 percent higher and the price of wheat cereal is the same as a year ago.

WHEAT PRICES have not changed very much for several months and are now at about the same levels which have existed ever since last October.

STOCKS OF WHEAT on January 1 were about 140 million bushels less than a year earlier and it is estimated that the carry-over next July may be about 145 million bushels less than the previous year.

FARM PRICE of wheat rose from 88.1 cents a bushel in November to 90.6 cents in December, then dropped back to 89.3 cents in January. The January price is 80 percent of pre-war parity. In addition to this price farmers who are co-operating in adjusting acreage receive benefit payments.

THIS YEAR the feeding of wheat to farm animals will no doubt be heavier than last year on account of the shortage of feed grains.

THERE HAS BEEN a marked seasonal increase in exports from Argentina during the past several weeks and this has had a tendency to lower world prices and prices in the United States slightly. The Argentine crop is turning out to be of poorer quality than average, however, and there are indications the crop may be somewhat smaller than was estimated in December. In the northern hemisphere prospects of the winter wheat crops for 1935 are still very uncertain. A large part of the western Great Plains area in this Country is still deficient in moisture but from central Kansas east, weather conditions appear to have been fairly favorable.

Average Retail Prices, January 29, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States.....	5.1	15.8	24.2
North Atlantic:			
Boston.....	4.9	15.6	23.6
Bridgeport.....	5.6	16.6	25.2
Buffalo.....	5.4	15.6	24.5
Fall River.....	5.1	16.1	23.3
Manchester.....	5.2	17.4	25.2
Newark.....	5.6	16.2	22.2
New Haven.....	5.3	15.7	23.6
New York.....	5.5	16.7	24.0
Philadelphia.....	5.0	16.6	21.2
Pittsburgh.....	4.8	16.0	23.3
Portland, Maine.....	5.2	18.4	24.3
Providence.....	5.2	15.2	23.1
Rochester.....	5.3	15.6	24.0
Scranton.....	5.2	17.8	24.0
South Atlantic:			
Atlanta.....	5.6	17.4	26.1
Baltimore.....	5.0	16.1	23.6
Charleston, S. C.....	5.6	16.9	25.0
Jacksonville.....	5.5	16.6	25.7
Norfolk.....	5.0	16.1	24.9
Richmond.....	5.1	15.3	24.9
Savannah.....	5.4	16.2	25.2
Washington, D. C.....	5.4	16.0	24.2
North Central:			
Chicago.....	5.2	14.2	24.3
Cincinnati.....	4.7	15.3	21.5
Cleveland.....	4.8	16.8	22.8
Columbus.....	4.4	16.7	26.3
Detroit.....	5.0	14.4	23.3
Indianapolis.....	4.5	15.3	25.6
Kansas City.....	4.7	15.3	24.0
Milwaukee.....	4.8	14.7	23.1
Minneapolis.....	5.1	14.4	23.6
Omaha.....	4.7	18.8	24.9
Peoria.....	4.9	17.2	24.9
St. Louis.....	4.9	17.0	25.4
St. Paul.....	5.0	14.4	24.0
Springfield, Ill.....	5.1	16.5	25.4
South Central:			
Birmingham.....	5.2	13.1	25.0
Dallas.....	4.8	17.6	25.6
Houston.....	5.0	13.3	22.4
Little Rock.....	5.0	15.9	27.8
Louisville.....	5.3	14.7	24.2
Memphis.....	5.7	14.5	25.4
Mobile.....	5.3	16.7	25.2
New Orleans.....	6.1	10.1	23.8
Western:			
Butte.....	5.3	18.0	26.3
Denver.....	4.1	17.3	23.1
Los Angeles.....	4.6	15.7	24.0
Portland, Oreg.....	4.4	15.2	23.1
Salt Lake City.....	4.0	17.3	25.0
San Francisco.....	5.1	16.6	24.3
Seattle.....	4.5	17.1	25.6

Average Retail Prices, January 29, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States.....	32.2	26.9	15.5
North Atlantic:			
Boston.....	44.3	30.4	26.8
Bridgeport.....	39.2	31.5	23.6
Buffalo.....	29.2	26.2	19.4
Fall River.....	38.0	26.3	21.3
Manchester.....	40.6	26.9	22.5
Newark.....	38.7	31.6	24.6
New Haven.....	43.5	34.1	25.9
New York.....	38.2	32.7	23.6
Philadelphia.....	37.6	34.0	23.9
Pittsburgh.....	33.5	30.2	22.1
Portland, Maine.....	40.6	28.0	20.8
Providence.....	41.0	31.4	25.2
Rochester.....	29.7	25.5	20.0
Scranton.....	36.2	29.8	24.0
South Atlantic:			
Atlanta.....	33.0	26.9	20.0
Baltimore.....	30.9	26.3	18.6
Charleston, S. C.....	30.5	24.5	18.3
Jacksonville.....	28.2	25.7	19.0
Norfolk.....	30.7	28.4	18.2
Richmond.....	33.6	28.1	19.2
Savannah.....	28.1	26.3	17.6
Washington, D. C.....	36.3	31.4	21.6
North Central:			
Chicago.....	30.4	30.8	23.2
Cincinnati.....	31.5	26.7	17.3
Cleveland.....	31.7	27.5	21.5
Columbus.....	32.9	25.0	20.0
Detroit.....	31.7	29.7	21.5
Indianapolis.....	31.8	24.8	19.9
Kansas City.....	28.0	23.1	18.1
Milwaukee.....	27.6	25.0	20.0
Minneapolis.....	28.4	25.1	19.2
Omaha.....	29.9	22.5	19.1
Peoria.....	29.1	22.1	17.9
St. Louis.....	32.7	25.3	18.4
St. Paul.....	27.2	24.9	19.3
Springfield, Ill.....	30.7	21.2	17.9
South Central:			
Birmingham.....	31.5	26.1	17.9
Dallas.....	33.1	26.9	18.0
Houston.....	29.8	25.5	15.9
Little Rock.....	30.3	23.2	17.7
Louisville.....	29.5	21.1	17.3
Memphis.....	31.6	26.3	16.7
Mobile.....	29.5	21.0	16.6
New Orleans.....	28.8	26.3	18.0
Western:			
Butte.....	24.5	20.0	15.4
Denver.....	28.1	21.5	17.9
Los Angeles.....	27.2	25.6	17.9
Portland, Oreg.....	23.2	19.7	15.5
Salt Lake City.....	28.8	21.8	16.7
San Francisco.....	30.0	27.2	17.8
Seattle.....	29.0	25.9	19.0

BEEF

BEEF PRICES rose more rapidly in January than did the prices of any other kind of food. During the 4 weeks from January 2 to January 29 the average price of round steak went up 4.1 cents, rib roast up 3.5 cents and prices of most other cuts rose in somewhat the same proportion. On the other hand a drop of 1.7 cents was reported in the price of chuck roast.

THESE INCREASES probably represent a turning point in beef prices. They have been due to a sharp falling off in market supplies of beef and of competing meat such as pork and lamb. Short supplies of all these meats coming at the same time tend to push prices of all meats higher.

WHOLESALE QUOTATIONS for beef steers rose rapidly during most of December and all of January and the advance has been continued during the first half of February. Steers which sold for \$9.62 a cwt. during the week ending January 26 were quoted at \$10.33 for the week ending February 9. At the low point reached February 4, 1933, the average price of the same grade of steers was \$4.70

PRICES of beef animals have also risen sharply at the farm. The average price on December 15 was quoted at \$3.88 and by January 15 had risen to \$5.05, an unusually sharp rise of prices to farmers. The January farm price was 77 per cent of pre-war parity.

PORK

ALTHOUGH the rise in pork prices during January has been somewhat less than the rise in beef prices, it has nevertheless been substantial. During the 4 weeks ending January 29 the average price of chops went up 3.2 cents, price of lard up 1.5 cents and whole smoked ham up 1.3 cents.

LARD PRICES now average 88 percent higher than a year ago. This is the greatest increase in the year in any of the foods reported by the Bureau of Labor Statistics. All pork product prices, however, are substantially above last year, pork chops being 50 percent higher and ham 44 percent higher.

IN THE WHOLESALE MARKET the trend of hog prices has been rather uneven during January and the first part of February. There was a sharp rise in the hog market during December and the first week in January. Since that time there has been a slight tendency for prices to continue to rise although there have been several periods of alternating ups and downs. The average quoted price during the week ending February 9 was higher than for any of the weeks in January.

HIGHER PRICES of meats are being reflected in much higher prices to producers of hogs and of other classes of livestock. Increase of livestock farm prices from December to January was one of the sharpest on record. Farm price of hogs rose from an average of \$5.15 a cwt. on December 15 to \$6.87 on January 15. Index of farm prices of all meat animals rose from 73 percent of the 1910-14 average to 96 percent.

HOG MARKETINGS will probably be further reduced during the next few months and prices are expected to continue upward until late March or early April. After that time there usually is some seasonal drop in prices. Hog slaughter under Federal inspection in January totalled about three million head and was 27 percent smaller than in December and 43 percent smaller than that of January last year. It was the smallest January slaughter since 1911.

Average Retail Prices, January 29, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Who. smo. ham (lb.)
United States.....	29.9	15.1	24.7
North Atlantic:			
Boston.....	29.4	14.5	26.9
Bridgeport.....	30.8	16.0	24.6
Buffalo.....	31.3	15.1	23.1
Fall River.....	29.6	13.5	26.0
Manchester.....	28.1	16.3	27.4
Newark.....	31.7	15.9	24.9
New Haven.....	31.5	17.0	26.3
New York.....	31.7	15.8	25.2
Philadelphia.....	32.7	17.0	24.6
Pittsburgh.....	31.3	16.3	24.8
Portland, Maine.....	29.6	15.1	26.2
Providence.....	29.9	16.5	25.1
Rochester.....	31.0	14.4	23.6
Scranton.....	31.5	17.7	24.9
South Atlantic:			
Atlanta.....	29.0	16.1	23.6
Baltimore.....	28.4	14.8	23.5
Charleston, S. C.....	25.5	14.5	22.5
Jacksonville.....	24.5	14.3	23.9
Norfolk.....	28.1	14.1	24.1
Richmond.....	29.3	15.3	22.8
Savannah.....	24.9	15.1	21.1
Washington, D. C.....	31.5	17.0	23.6
North Central:			
Chicago.....	30.4	—	25.1
Cincinnati.....	28.0	14.2	22.8
Cleveland.....	30.7	15.0	25.2
Columbus.....	31.7	—	24.7
Detroit.....	34.0	15.5	25.3
Indianapolis.....	28.7	—	24.6
Kansas City.....	29.1	16.0	24.8
Milwaukee.....	29.7	15.0	23.7
Minneapolis.....	30.5	16.3	24.8
Omaha.....	28.2	17.7	24.8
Peoria.....	29.9	15.7	25.3
St. Louis.....	28.1	16.2	23.1
St. Paul.....	29.1	17.6	24.0
Springfield, Ill.....	27.4	—	24.5
South Central:			
Birmingham.....	26.3	14.8	24.7
Dallas.....	29.5	14.8	26.6
Houston.....	25.7	15.6	22.7
Little Rock.....	26.3	15.0	23.8
Louisville.....	27.6	—	21.1
Memphis.....	26.4	15.4	23.3
Mobile.....	26.2	14.0	24.3
New Orleans.....	27.2	13.8	24.5
Western:			
Butte.....	29.1	—	26.5
Denver.....	29.5	16.7	26.2
Los Angeles.....	33.9	14.7	26.4
Portland, Oreg.....	33.4	16.1	26.6
Salt Lake City.....	31.7	—	26.1
San Francisco.....	36.6	14.8	28.2
Seattle.....	35.6	15.5	27.9

Average Retail Prices, January 29, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States.....	28.4	11.0	21.5
North Atlantic:			
Boston.....	29.3	16.6	18.7
Bridgeport.....	27.8	10.5	20.9
Buffalo.....	27.1	13.7	23.2
Fall River.....	28.9	11.7	20.0
Manchester.....	27.9	15.6	24.8
Newark.....	28.2	14.9	25.3
New Haven.....	29.2	14.0	24.0
New York.....	28.4	12.3	21.1
Philadelphia.....	28.9	9.6	20.4
Pittsburgh.....	29.3	14.0	22.8
Portland, Maine.....	27.9	14.6	20.7
Providence.....	29.4	12.4	22.0
Rochester.....	27.3	13.8	23.1
Scranton.....	30.8	13.5	27.3
South Atlantic:			
Atlanta.....	26.4	14.5	19.3
Baltimore.....	27.6	14.3	23.1
Charleston, S. C.....	26.4	15.8	18.8
Jacksonville.....	27.5	12.5	20.1
Norfolk.....	27.6	11.2	16.3
Richmond.....	30.1	13.7	21.5
Savannah.....	29.6	13.6	19.9
Washington, D. C.....	28.5	13.8	23.1
North Central:			
Chicago.....	28.7	12.6	23.6
Cincinnati.....	28.6	16.5	24.2
Cleveland.....	38.9	13.3	25.5
Columbus.....	29.6	13.5	24.1
Detroit.....	30.2	14.1	25.9
Indianapolis.....	30.3	13.0	22.6
Kansas City.....	26.3	12.8	22.3
Milwaukee.....	29.2	12.1	23.2
Minneapolis.....	26.9	11.0	21.5
Omaha.....	26.8	9.4	18.4
Peoria.....	30.3	14.6	22.6
St. Louis.....	28.0	16.3	21.5
St. Paul.....	26.2	10.6	21.8
Springfield, Ill.....	29.5	13.2	20.2
South Central:			
Birmingham.....	26.8	12.2	18.4
Dallas.....	32.1	16.5	20.7
Houston.....	30.6	14.4	18.1
Little Rock.....	28.4	12.9	18.4
Louisville.....	32.0	13.1	25.0
Memphis.....	31.1	13.8	19.3
Mobile.....	30.2	13.9	20.5
New Orleans.....	27.3	13.7	17.6
Western:			
Butte.....	24.4	11.8	19.7
Denver.....	24.7	10.5	18.5
Los Angeles.....	27.4	12.2	18.7
Portland, Oreg.....	24.1	10.5	19.3
Salt Lake City.....	27.0	11.5	20.6
San Francisco.....	30.8	11.4	18.7
Seattle.....	28.0	14.0	22.2

LAMB

PRICES of lamb rose rapidly in January along with increases in prices of other meats. During the 4 weeks from January 2 to January 29 the increase amounted to 3.8 cents a pound of leg of lamb, 0.1 cent a pound of breast, and 3.0 cents a pound of square chuck.

IT IS anticipated that lamb prices will continue for some time to be higher than a year ago.

FARM PRICE of lambs rose from \$5.01 a cwt. on December 15 to \$6.21 on January 15. This increases the purchasing power of lambs to 84 percent of pre-war parity. Lamb prices were almost at parity levels during the first half of 1934. They fell off rather sharply through the summer and fall but now appear to be moving toward parity levels.

UNUSUALLY small market receipts of lambs in December were followed by a sharp increase in January. The number of lambs on feed on January 1 was estimated to be 5 percent smaller than that of a year earlier. Probably market supplies of lambs during the next few months will be about the same as a year ago. The price of lambs, however, will be supported by the short marketings of cattle and hogs.

POULTRY AND EGGS

PRICE OF HENS went up during January, rising 1.5 cents a pound from January 2 to January 29 while the price of eggs dropped 0.5 cent a dozen. The rise in the prices of hens is somewhat more than the usual seasonal increase at this time of the year while the drop in egg prices is less than ordinarily occurs in January.

WHOLESALE PRICE of eggs has been very irregular since the high point was reached during the week of November 17, 1934. From that time until about Christmas there was a drop in egg prices but during the last week in December and the first week in January prices went back up again. There was then a drop lasting throughout the week ending January 19. The following week there was a rise followed by a drop during the week ending February 2 and another rise in the week ending February 9.

THIS KIND OF PRICE movement is very unusual. Ordinarily egg prices drop in fairly regular fashion from the high point in November and December until the low point in the spring. Occasionally a cold spell may hold back shipments and cause prices to go up for a few days. The severe weather of the last 2 months was responsible for the irregularity of the price movements of both poultry and eggs. Receipts at the four largest markets in January were 684,000 cases compared with 736,000 cases a year ago and a 5-year average of 834,000 cases. This represents the lightest January receipts since 1925. The light receipts are due both to smaller flocks of poultry and to reduced layings. It is expected that receipts during the spring will continue to run below those of a year ago.

IT IS PROBABLE that the drop in egg prices from now until the low point in the spring will be less than usual and the increase in price of hens may be more than usual. Egg prices are likely to be maintained because of smaller flocks and of reduced feeding of grains. Both of these factors will tend to reduce the supply of eggs on the market. Prices of hens are likely to increase more than usual on account of smaller numbers of hens and partly on account of lower supplies of other meats such as beef, pork, and lamb.

Average Retail Prices, January 29, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States.....	26.5	37.5
North Atlantic:		
Boston.....	29.8	47.2
Bridgeport.....	29.5	46.6
Buffalo.....	28.7	39.2
Fall River.....	26.6	42.2
Manchester.....	29.6	41.0
Newark.....	31.0	46.2
New Haven.....	29.2	45.9
New York.....	29.7	45.8
Philadelphia.....	30.0	42.6
Pittsburgh.....	28.0	37.9
Portland, Maine.....	27.2	44.2
Providence.....	28.0	43.9
Rochester.....	27.8	39.2
Scranton.....	30.8	41.6
South Atlantic:		
Atlanta.....	23.1	34.9
Baltimore.....	29.6	40.1
Charleston, S. C.....	22.8	33.7
Jacksonville.....	25.6	35.2
Norfolk.....	26.0	35.3
Richmond.....	27.1	34.6
Savannah.....	20.8	32.0
Washington, D. C.....	30.6	45.7
North Central:		
Chicago.....	28.6	38.4
Cincinnati.....	25.1	36.0
Cleveland.....	31.3	37.3
Columbus.....	26.1	34.6
Detroit.....	29.4	35.4
Indianapolis.....	24.1	34.2
Kansas City.....	24.0	36.4
Milwaukee.....	26.0	36.4
Minneapolis.....	26.1	33.0
Omaha.....	23.3	33.0
Peoria.....	24.6	35.2
St. Louis.....	25.3	37.0
St. Paul.....	26.5	34.9
Springfield, Ill.....	23.3	34.2
South Central:		
Birmingham.....	20.7	33.6
Dallas.....	20.0	34.6
Houston.....	25.2	34.1
Little Rock.....	19.3	33.5
Louisville.....	22.4	32.6
Memphis.....	21.5	34.9
Mobile.....	20.1	29.9
New Orleans.....	23.7	34.1
Western:		
Butte.....	22.9	39.5
Denver.....	22.1	34.3
Los Angeles.....	28.1	33.0
Portland, Oreg.....	24.1	31.0
Salt Lake City.....	24.8	35.2
San Francisco.....	34.1	32.8
Seattle.....	27.9	34.7

Average Retail Prices, January 29, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States.....	1.8	4.1	3.7
North Atlantic:			
Boston.....	1.4	4.2	5.1
Bridgeport.....	1.4	4.4	4.6
Buffalo.....	1.1	4.1	2.6
Fall River.....	1.2	4.7	3.4
Manchester.....	1.2	4.2	3.6
Newark.....	1.7	4.4	3.3
New Haven.....	1.4	4.1	4.4
New York.....	2.0	4.7	5.4
Philadelphia.....	1.6	3.9	3.2
Pittsburgh.....	1.5	3.8	3.5
Portland, Maine.....	1.2	4.4	2.7
Providence.....	1.3	4.0	4.1
Rochester.....	.8	3.9	2.2
Scranton.....	1.2	4.1	3.9
South Atlantic:			
Atlanta.....	2.2	4.7	3.0
Baltimore.....	1.5	4.2	4.3
Charleston, S. C.....	2.0	5.2	3.5
Jacksonville.....	1.7	4.3	2.8
Norfolk.....	1.8	4.6	4.5
Richmond.....	1.6	4.5	4.2
Savannah.....	1.8	4.6	3.8
Washington, D. C.....	1.7	4.2	4.9
North Central:			
Chicago.....	2.4	4.1	5.3
Cincinnati.....	1.9	4.1	4.2
Cleveland.....	1.5	3.7	3.5
Columbus.....	1.4	4.4	3.1
Detroit.....	1.1	3.6	3.2
Indianapolis.....	1.2	4.3	2.7
Kansas City.....	2.4	4.9	3.6
Milwaukee.....	1.3	4.0	3.0
Minneapolis.....	2.0	4.4	4.0
Omaha.....	2.5	5.4	3.1
Peoria.....	1.6	4.9	3.2
St. Louis.....	2.0	4.2	3.5
St. Paul.....	1.7	4.3	3.3
Springfield, Ill.....	1.8	5.0	3.4
South Central:			
Birmingham.....	2.2	4.2	3.9
Dallas.....	3.2	5.3	4.1
Houston.....	2.4	4.4	4.1
Little Rock.....	2.7	4.2	3.1
Louisville.....	1.9	4.1	3.6
Memphis.....	2.6	4.0	4.2
Mobile.....	2.0	3.6	2.9
New Orleans.....	2.0	4.0	3.2
Western:			
Butte.....	1.8	4.0	4.1
Denver.....	2.2	3.8	3.7
Los Angeles.....	2.4	4.4	2.9
Portland, Oreg.....	1.5	3.0	2.9
Salt Lake City.....	1.5	2.7	2.6
San Francisco.....	2.2	3.6	6.1
Seattle.....	1.9	3.1	3.2

VEGETABLES

(Fresh)

NO CHANGE in the prices of potatoes and onions during January occurred but there was a substantial rise in the price of cabbage from 3.1 cents a pound to 3.7 cents a pound.

POTATOES: Potato prices ordinarily increase somewhat during the winter months but this year the seasonal rise has been very moderate. In the central markets they dropped during the first 3 weeks of January but recovered most of the loss during the first week in February. Prospects are that there will be ample supplies of old-stock potatoes during the next several months and for this reason potato prices may be expected to continue at about present levels, at least until the new crop comes on the market.

RECENT REPORTS of acreage planted in the early States of Florida and Texas (lower valley) is about the same as last year. There will probably be some decrease in the acreage grown in the second early and intermediate States.

PRICES of potatoes at the more important shipping points continue to be very low. At Presque Isle, Maine, the price averaged 38 cents a 100-pound sack during the first week of February; at Rochester, New York, the price averaged 52 cents; at Waupaca, Wisconsin, 50 cents; at Michigan shipping points, 55 cents; and at Idaho Falls, 67 cents.

ONIONS: The new crop of onions has been damaged by the freeze in the South but old crop shipments are holding up and there has been practically no change in prices.

CABBAGE: The rise in cabbage prices from 3.1 cents a pound at the beginning of January to 3.7 at the end of the month is due principally to the freeze in Texas and Louisiana. Carlot shipments in the first week of February were drastically cut. The production estimated in the early States was cut 62 percent from January to February and is now estimated at 104,700 tons compared with 326,000 tons last week. Last year over 100,000 tons were left unharvested.

VEGETABLES (Fresh)

LETTUCE dropped 0.8 cent a head during January, while spinach prices increased 0.9 cent a pound, and carrot prices went up 0.6 cent a bunch.

LETTUCE: Drop in lettuce prices was the result of heavy shipments from Arizona. That State has shipped almost twice as much lettuce as a year ago. The early Arizona peak of shipments has now about passed and the Imperial Valley of California is replacing Arizona as the main source of supply. The crop in Imperial Valley appears to be of good quality and a fairly heavy movement of lettuce in February is likely.

SPINACH: Freeze in Texas damaged the spinach crop in all areas and has temporarily reduced market supplies a great deal. It appears, however, that young plants were not badly damaged and although shipments will continue light in February the later crop should be fairly large. The early production estimate was cut 44 percent from January to February.

CARROTS: Estimated early production of carrots was cut about one-third on account of the freeze. Most of the damage was done in Texas. The crop is now about 6 percent less than 1934 and about 31 percent under the 5-year average.

Average Retail Prices, January 29, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States.....	9.2	9.9	6.6
North Atlantic:			
Boston.....	10.6	10.6	7.5
Bridgeport.....	10.5	11.6	7.6
Buffalo.....	9.7	9.3	7.4
Fall River.....	10.4	11.1	6.5
Manchester.....	12.2	10.5	7.8
Newark.....	11.7	10.8	7.5
New Haven.....	10.6	10.6	8.2
New York.....	12.0	11.9	8.2
Philadelphia.....	10.5	11.9	7.5
Pittsburgh.....	10.0	11.5	6.7
Portland, Maine..	10.9	11.4	7.2
Providence.....	11.0	13.0	7.4
Rochester.....	9.8	9.2	5.3
Scranton.....	10.3	11.1	6.2
South Atlantic:			
Atlanta.....	9.8	9.6	7.8
Baltimore.....	10.5	10.8	7.1
Charleston, S. C.	10.1	11.3	5.9
Jacksonville.....	8.7	10.3	7.7
Norfolk.....	10.1	8.2	7.5
Richmond.....	10.1	9.7	7.8
Savannah.....	9.3	11.3	8.2
Washington, D. C.	10.2	11.0	7.7
North Central:			
Chicago.....	8.5	12.4	6.9
Cincinnati.....	9.0	9.2	6.7
Cleveland.....	9.9	9.3	7.0
Columbus.....	10.6	12.6	7.3
Detroit.....	8.8	8.8	6.4
Indianapolis.....	10.2	8.3	5.2
Kansas City.....	8.9	8.8	6.5
Milwaukee.....	9.0	10.4	6.3
Minneapolis.....	9.5	11.1	7.1
Omaha.....	9.0	9.8	6.5
Peoria.....	8.3	10.7	7.3
St. Louis.....	9.2	10.1	6.4
St. Paul.....	10.4	10.5	6.9
Springfield, Ill.	9.0	10.7	7.7
South Central:			
Birmingham.....	8.3	9.3	7.4
Dallas.....	6.7	10.5	5.9
Houston.....	5.3	8.8	7.3
Little Rock.....	5.8	10.0	5.5
Louisville.....	9.6	8.2	6.2
Memphis.....	6.0	9.7	6.8
Mobile.....	8.5	7.0	5.3
New Orleans.....	8.2	4.6	4.2
Western:			
Butte.....	10.2	10.4	7.7
Denver.....	8.2	7.2	5.8
Los Angeles.....	6.2	4.2	2.8
Portland, Oreg....	8.1	10.0	4.9
Salt Lake City....	8.7	9.3	4.4
San Francisco.....	4.8	5.8	2.5
Seattle.....	8.7	9.0	5.7

Average Retail Prices, January 29, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States.....	6.1	22.3	28.6
North Atlantic:			
Boston.....	7.1	*5.9	31.5
Bridgeport.....	7.4	*6.2	33.4
Buffalo.....	4.8	25.2	30.4
Fall River.....	8.0	*6.7	28.8
Manchester.....	6.4	*6.2	32.8
Newark.....	6.2	22.3	31.4
New Haven.....	6.5	22.4	33.9
New York.....	6.7	29.4	27.0
Philadelphia.....	5.2	20.4	30.7
Pittsburgh.....	5.8	25.1	31.7
Portland, Maine....	5.7	*7.4	31.0
Providence.....	7.8	*6.2	30.9
Rochester.....	4.3	23.9	30.1
Scranton.....	5.1	20.7	32.6
South Atlantic:			
Atlanta.....	5.5	20.6	19.1
Baltimore.....	5.9	19.9	29.7
Charleston, S. C..	6.6	18.9	16.9
Jacksonville.....	6.2	16.0	17.8
Norfolk.....	5.9	20.7	31.6
Richmond.....	6.8	24.8	29.8
Savannah.....	5.4	20.3	18.9
Washington, D. C..	6.1	25.0	30.0
North Central:			
Chicago.....	7.0	*6.6	32.8
Cincinnati.....	5.8	*5.9	29.9
Cleveland.....	5.8	*6.2	29.2
Columbus.....	5.7	*6.9	32.5
Detroit.....	6.3	*5.6	30.7
Indianapolis.....	6.2	*6.9	27.9
Kansas City.....	6.6	*6.9	34.9
Milwaukee.....	5.9	*6.4	29.8
Minneapolis.....	6.7	*7.4	33.5
Omaha.....	7.0	*8.0	29.1
Peoria.....	7.0	*7.1	31.5
St. Louis.....	6.2	*6.1	31.2
St. Paul.....	7.1	*7.7	33.7
Springfield, Ill..	6.5	*6.7	30.5
South Central:			
Birmingham.....	6.0	*5.0	25.0
Dallas.....	*6.4	35.9
Houston.....	16.9	31.6
Little Rock.....	6.2	*5.4	25.9
Louisville.....	5.5	*6.0	26.6
Memphis.....	6.6	*5.3	23.8
Mobile.....	9.8	14.5	24.9
New Orleans.....	14.0	26.1
Western:			
Butte.....	6.7	*9.3	29.2
Denver.....	5.7	*7.3	27.4
Los Angeles.....	6.3	*5.4	17.0
Portland, Oreg.....	3.8	*7.5	23.0
Salt Lake City.....	5.5	*7.6	24.1
San Francisco.....	5.4	20.8	22.5
Seattle.....	4.0	*6.4	25.0

FRUIT

(Fresh)

APPLE PRICES increased 0.1 cent a pound during January while banana prices dropped 0.3 cent a dozen and orange prices also dropped 0.3 cent a dozen.

APPLES: Increase in apple prices represents only a normal seasonal movement. Present apple prices are slightly below those of a year ago. This is in spite of a short crop of apples last year, particularly in the East. The crop in the Northwest was fairly large and shipments from that area are exceeding last year.

ORANGES: Although the crop in Florida was greatly damaged by the freeze, there appear to be plenty of oranges on the market and prices went down during January. At the present time orange prices are not much above the levels of a year ago. The California crop is turning out bigger than had been expected and shipments are much heavier than they were a year ago. This applies particularly to the navel crop but it appears there will be a large crop of Valencias. The total U. S. production of oranges is above last year's and represents a record crop in spite of the damage done by the freeze in Florida.

Average Retail Prices, January 29, 1935 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)
United States.....	19.5	22.9	22.5	12.6	17.5	10.3
North Atlantic:						
Boston.....	19.1	22.0	22.1	13.6	16.9	12.3
Bridgeport.....	19.7	24.7	23.0	14.4	20.3	11.6
Buffalo.....	20.6	24.3	22.8	12.8	16.8	10.8
Fall River.....	18.5	22.7	22.3	12.4	18.1	10.4
Manchester.....	20.7	23.6	23.3	12.9	17.4	11.6
Newark.....	17.8	21.9	21.9	13.0	17.9	10.0
New Haven.....	19.4	21.7	22.7	13.8	15.0	10.3
New York.....	17.7	21.2	20.9	12.6	17.0	10.4
Philadelphia.....	18.5	22.1	22.1	12.5	18.8	11.4
Pittsburgh.....	18.9	22.4	23.0	12.0	17.6	10.5
Portland, Maine.....	20.9	24.7	23.5	13.0	17.6	11.0
Providence.....	18.1	20.9	22.2	12.6	18.3	10.0
Rochester.....	21.6	23.3	23.1	14.3	17.0	11.5
Scranton.....	19.8	22.5	22.3	13.8	17.6	10.4
South Atlantic:						
Atlanta.....	18.7	24.4	24.3	12.5	19.3	9.6
Baltimore.....	17.9	21.7	20.6	13.6	16.3	10.1
Charleston, S. C.....	18.2	22.1	22.4	11.4	17.4	9.9
Jacksonville.....	19.1	23.4	22.2	12.5	16.1	9.0
Norfolk.....	20.1	24.1	22.5	11.5	15.8	9.3
Richmond.....	19.2	23.6	22.5	11.6	19.0	8.9
Savannah.....	20.5	24.8	23.9	13.8	21.1	9.3
Washington, D. C.....	18.7	23.3	21.9	12.6	15.8	9.6
North Central:						
Chicago.....	21.6	24.3	23.9	13.5	16.6	11.5
Cincinnati.....	19.0	22.9	22.5	10.6	17.1	10.1
Cleveland.....	19.9	23.0	23.3	12.9	16.3	10.8
Columbus.....	20.8	25.4	23.4	11.3	16.8	10.1
Detroit.....	19.0	23.3	20.2	11.0	17.6	10.0
Indianapolis.....	18.2	26.1	23.2	11.5	17.5	9.8
Kansas City.....	20.0	22.9	22.6	11.1	17.1	9.6
Milwaukee.....	21.4	23.4	24.3	13.6	18.8	10.6
Minneapolis.....	20.8	23.3	24.3	11.3	17.6	10.6
Omaha.....	20.7	24.3	23.6	12.8	17.1	11.8
Peoria.....	22.1	25.4	23.7	13.6	18.0	11.5
St. Louis.....	19.2	23.5	23.1	11.8	18.1	9.5
St. Paul.....	20.9	22.3	23.7	12.4	17.3	11.0
Springfield, Ill.....	22.1	26.1	25.2	13.4	18.8	12.6
South Central:						
Birmingham.....	19.9	21.9	23.7	11.6	17.1	9.4
Dallas.....	20.0	24.8	23.3	13.3	21.4	10.3
Houston.....	18.0	22.2	20.9	12.5	16.3	8.9
Little Rock.....	20.9	25.3	23.3	12.1	17.8	9.3
Louisville.....	20.5	23.7	23.1	13.0	16.9	9.8
Memphis.....	19.0	22.1	21.6	12.0	15.9	10.0
Mobile.....	17.6	19.2	19.7	11.4	18.0	9.3
New Orleans.....	18.5	23.1	22.0	12.6	19.5	9.8
Western:						
Butte.....	20.3	24.4	24.7	14.1	16.6	11.8
Denver.....	20.6	23.9	23.9	14.0	18.1	11.0
Los Angeles.....	16.3	19.0	19.0	12.9	17.0	*12.4
Portland, Oreg.....	19.7	20.8	21.6	13.1	17.9	*13.3
Salt Lake City.....	21.6	24.2	23.0	13.5	17.4	*12.6
San Francisco.....	17.6	20.0	19.9	13.5	15.8	*13.3
Seattle.....	19.7	20.6	21.7	13.0	18.3	*14.7

Pushing Back the Hunger Line

[Concluded from Page 11]

tion of cotton has been more a three-way relief. In the first 15-month period of its existence the FSRC has passed out to the States a little over 60,000,000 pounds of cotton. This cotton is made up into mattresses, comforters, and pillows, to be given to relief clients. Cotton farmers, long overburdened with a price-depressing surplus, benefit from the removal of these supplies. Still a third group gains. These are the workers on relief — in most cases, women — who are given employment in the "work projects", organized by the State relief administrations for manufacturing the articles. To complete the job of turning this cotton into useful articles the FSRC has acquired and distributed 42,570,000 yards of printed cotton material and 16,000,000 yards of covering material for coverings for the comforters; 15,000,000 yards of cotton ticking to cover mattresses; close to 20,000,000 yards of sheeting to be converted into pillow cases and bed sheets. In addition nearly 23,000,000 yards of towelling and 1,025,000 blankets have been bought and distributed.

OTHER ESSENTIALS acquired by FSRC and made available by them for relief are: 1,134,000 tons of fuel, 5,200 pounds of smoked pork. To help farmers who were too poor to buy feed for cattle left on their farms, 13,240,000 pounds of feed grains have been distributed. Nearly 17,000,000 pounds of grass seed have also been provided.

THESE GREAT operations of the Federal Surplus Relief Corporation may seem like a far cry from the little cannery in the backwoods of the South. In reality, both are important parts in the Country's effort to reduce the toll of hunger and malnutrition. Still a third type of food conservation is going on here and there about the country. For example: In Norfolk, Va., the city Public Welfare Department has turned over to the local relief administration an old unused building. The relief administration has installed canning equipment. To this improvised cannery farmers and merchants bring each day the food they cannot dispose of on the market. Instead of letting these day-to-day surpluses go to waste, they sell them for a nominal price to the administration for canning. Workers on relief do the job of turning this perishable food into calories and vitamins for the needy.

UNEMPLOYED WORKERS who know how to garden or want to learn are being helped to raise some of their food so that they will

not have to draw so heavily on supplies needed by families who cannot produce their own food. Again, nobody knows statistically how great this relief activity is in the total, but reports reaching the Federal Emergency Relief Administration show it is another important line of attack on hunger. It is not only helping to make relief money feed more people but is making possible a better balanced diet.

THIS IS how one city organized its gardens. The garden supervisor called together a group of volunteer women to call on all relief families in the city. Each family was asked if it already had garden space. To these families seed and fertilizer were given, and advice on getting their gardens under way. Families who did not have space and wanted it were allotted some in the community gardens. The committee of women oversaw these garden developments, counseled with the families on seed and fertilizer problems, helped in garden promotion. Many times the gardens produced more than enough for the families who worked them. This surplus was shared whenever it could be with other relief families. What was not immediately needed was then turned over to the community canneries for preserving.

Taking Lightning Changes out of Prices

[Concluded from Page 6]

flow of farm goods to market and so ensure farmers a better return, they are serving a socially useful purpose. If they should be used to create a monopoly control, restricting food supplies to obtain unfair advantages—either for farmers or for middlemen—they would become socially harmful. One of the responsibilities of the AAA is to guard against the adoption of any feature in a marketing agreement which would bring the latter result.

FURTHERMORE, some of these agreements provide food industries with the first opportunity they have had to cooperate in securing more efficient distribution of farm products. The more economically food is processed and distributed, the better the chance of fair prices for both farmers and consumers.

RESTRICTING supplies of foods coming to market must be an emergency measure only, in marketing agreements, as it was in the case of the big production control programs for cotton, wheat, and other products. Long-time benefits can come only from achieving the more difficult jobs of cutting down the costs of getting food from farmers to consumers and balance production with market requirements. It is too early to tell how far present marketing agreements have gone in this direction.

OUR POINT OF VIEW

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and non-governmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the Agricultural
Adjustment Administration
in cooperation with the Bureau of Agricultural Economics, Bureau of Home
Economics, Bureau of Labor Statistics.

WASHINGTON, D.C.

VOL. 2, No. 9

FEB. 25, 1935

U. S. GOVERNMENT PRINTING OFFICE

